

# *Improving Adolescent Well-Care Visits:*

## Educating Youth about Adolescent Well-Care Visits

Overview of key considerations, tools, and strategies CCOs could use to support youth education at a system & practice level



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# Acknowledgement and Disclaimer



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# Recap: OPIP's Webinar Series

**Part 1:** What, Why, and How to **Educate** about Adolescent Well-Care Visits

- *Today's webinar*, plus two other webinars

**Part 2:** From **Recommendations to Implementation:** Implementing & Documenting AWV in Alignment with CCO Incentive Metrics

- Five webinars

**Part 3:** Going to Them – Leveraging Partnerships with **School Based Health Centers (SBHCs)**

- Two webinars

# Recap: OPIP's Webinar Series

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## **Part 1:** What, Why and How to **Educate** about Adolescent Well-Care Visits

1. System-level stakeholders (*Conducted on May 19th*)
- 2. Youth (Today's webinar)**
3. Parents of Adolescents (*September 29th @ 1-2pm*)

# Goals For Today's Webinar

- Highlight a **framework of tools and strategies** OPIP developed and worked with SBHC to implement that educate youth about adolescent well-care:
  - Review materials **developed and tested with youth** to enhance adolescent well-care visit rates
  - Overview of **key findings from youth engagement** about what words to use, what information to provide, and what ways information should be shared
  - Overview of **materials developed** and being disseminated in two pilot SBHCs, and learnings that CCOs could use and incorporate into their own materials and dissemination strategies for youth
  - Highlight of specific materials **available for CCOs to use** and modify to support adolescent well-care visits within their own systems and practices
- Highlight from **Oregon School Based Health Alliance** on Eye to Eye: A Youth-Led Approach to Healthcare

# Educating Youth about Adolescent Well-Care Visits:

1. Review **pilot project goal for educational materials** developed and tested with youth to enhance adolescent well-care visit rates
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# Quick Project Overview: Improving Access to and Quality of Adolescent Well-Care Services Through Partnerships With SBHCs

Since summer 2015, OPIP has been working on a pilot project funded by OEBB/MODA Health Grant.



## Project Aim:

- To improve the **provision of adolescent well-visits** at a community-level by leveraging partnerships with School Based Health Centers (SBHCs)

## Objectives:

- To provide on-site **training and support** to **pilot SBHCs**: Pendleton High School and Tigard High School.
- To develop **educational materials for adolescents** that provide information about why well-care is important, what to expect, and the unique role SBHCs can play in providing well-child care.
- To develop and assess models for enhancing the SBHC's **population management and care coordination** with primary care practices.
- To identify **policy-level improvements** that address barriers and incentives identified through the project.

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# OPIP's Process of Development of Educational Materials for Youth

## Development process:

### A. Background review and collection of current educational materials

- Literature review and online search for existing materials, including what CCOs may be using and the National AAP and Bright Futures.

### B. Feedback from youth and stakeholders

- Total of **8 in-person meetings** held with youth to obtain feedback, with additional feedback collected via email
- **Prior/During School Year:**
  - Oregon Statewide Youth Action Council (SYAC), part of Oregon School Based Health Alliance (OSBHA)
  - Oregon Health Authority (OHA) - Office of Adolescent Health, OSBHA
  - SBHC pilot sites: Tigard High SBHC/Virginia Garcia, & Pendleton High SBHC/Umatilla Co.
  - Youth advisory groups in pilot schools: Tigard's Student Health Advisory Council (SHAC), Pendleton's Gay-Straight Alliance (GSA)
- **End of School Year Reflections (May 2016):**
  - Youth advisory groups, general student population in both schools, and class presentation with discussion during advisory period
  - Intent of feedback from the general student body was to learn **unbiased perspectives** from students not involved in development

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

- Summarized key learnings in the Executive Summary included in the “resources and materials” section of the webinar
- Punchline for you: **NINE Key Learnings about Education Materials:**
  1. **Empowering, partnership-centered**
  2. **Use of facts and statistics, help them see themselves in the statistics**
  3. **Highlight privacy and confidentiality**
  4. **Billing and insurance considerations**
  5. **Describe what they can GET and what to EXPECT in process of visit – be specific, so that their specific issue is listed**
  6. **Be clear about the location, staff, hours, and contact information**
  7. **Think about how it looks – and ask a teen how it looks, what makes us want read it**
  8. **Use MULTIPLE mediums**
  9. **Use MULTIPLE trusted people – their peers!**

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 1. Empowering, Partnership-Centered

- Teens want to be recognized as **independent** young adults
- **Avoid authoritative** tones such as “you should...” and words like “child” or “adolescent”
- Emphasize “**collaboration**” and “partnership”
- Promote use of **welcoming phrases** like “we will never judge you”, and “we will listen to you”

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 2. Use of facts and statistics, help them see themselves in the statistics

- High value on **facts and statistics** for teen engagement
- Helps **normalize issues**, minimize stigmas, promotes awareness
- When statistics are used, include a follow-up of available options for **next steps**
- Top statistics identified by teens: **sexual** health, **mental** health, **physical** health, and **stress/anxiety**
- If possible, inclusion of **local or school-specific statistics** more effective in making issues more relatable for students in that community
- Remember the following resources highlighted on May 19<sup>th</sup> webinar
  - Example: Oregon Healthy Teens Survey
  - <https://public.health.oregon.gov/BirthDeathCertificates/Surveys/OregonHealthyTeens/Pages/index.aspx>

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 3. Highlight Privacy and confidentiality

- Big concern is that privacy will be breached. Students will **avoid services if they are not aware** of the SBHC policies and processes, so important to highlight this in the materials
- Sense of **familiarity with the SBHC staff** is key to building trust and decreasing fear of judgement.
  - Recommend staff have events, hand out materials, and/or give class presentations to interact regularly with students so feel comfortable discussing sensitive information

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 4. Billing and insurance considerations

- **In-depth** billing and insurance information **not a priority** – students feel this doesn't really apply to them and/or don't feel responsible for it
- **General** billing **may** be helpful for some, but not needed for all materials
  - For **uninsured**: include phrasing that the student will still be seen even without insurance and/or on sliding payment scale
  - For **insured**: students still appreciate knowing that their insurance will be accepted at the SBHC
- Addresses questions students may have but are embarrassed to ask based on insurance/financial situation

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 5. Describe what they can GET and what to EXPECT in process of visit – be specific, so that their specific issue is listed

- List **types of health services** available during well-care visit
- Key items identified by teens: guidance for **healthy relationships, bullying, emotional** health and wellness, **sexual** health, **sports physicals, stress/anxiety**
- Give preview for what students can expect ahead of time, including **specific process** of how well-care visit would be carried out from check-in to check-out. Gives better idea of expectations and alleviates anxieties of being turned away
- Consider adding **quotes, personal stories, experiences** that other students can relate to

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 6. Be clear about the location, staff, hours, and contact information

- Convenient **access** to SBHC services is huge! Don't need to worry about transportation or missing school.
- **Specific location, phone number, and hours** of operation very important.
  - If SBHC not open every day, include information for why not (for instance, if staff are shared between two SBHC sites).
- Listing specific **clinical staff helpful, but not a required element** on all educational materials for student engagement
- Proving **personable overview** of the clinical staff is really important
  - Show pictures of the staff
  - Share fun information about the staff – what do they like, what are their preferences, quick quizzes
- Helpful to also include **photos** of the SBHC building/room, SBHC staff, and/or fellow students

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 7. Think about how it looks – and ask a teen how it looks, what makes us want read it

- Materials that are **simple, to-the-point, bold,** and **bright** will capture attention. Where possible, create multiple and **bit-sized flyers** that are fact-specific that students can quickly look at for information.
- Have a **balance in amount of text** vs blank space: too much text will be skimmed over, but too little will miss important concepts
- Make sure information on materials **not too small** – if can't read it at a glance, won't read it at all
- Inclusion of **school logos** allows students to identify SBHC as part of high school and not outside entity
- Consider additional items or visuals that **promote inclusiveness**, such as rainbow pride triangle

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 8. Use **MULTIPLE** mediums and people!

- Use various methods and approaches, not just handouts because teens already flooded with paper
- **Materials students can look at or take home:**
  - Posters, flyers (in bathroom stalls, car windshields), table tents (lunch rooms, counseling office, classrooms), pocket cards, fact sheets, social media (Facebook, Instagram, Twitter), fun props like pencils, stickers, water bottles, and/or magnets
- **In-person classroom presentations** - very effective for students!
  - Allows students to directly ask questions. Creates sense of recognition and familiarity with clinic staff & further promotes the importance of well-care
  - Choose classes that are not grade-specific such as Homeroom/Advisory period or English
  - Health class also a good option, but some schools only have that for specific grades
- **School Events:**
  - Health awareness week, morning announcements, school assemblies, booths at registration week, information at sports tryouts, information at food/concession stands during sporting events, etc.
  - Have staff wear SBHC T-shirts with logos during events to help students recognize them. SBHC staff might also consider walking around the school every month or doing meet-and-greets to help build familiarity with the students.

# Key Learnings & Feedback from Youth to Inform OPIP's Development of Educational Materials

## 9. Use **MULTIPLE** trusted people – their peers!

- In schools, have youth hand out the youth materials
- If there are teachers and others they trust and value, leverage them
- If there are social media outlets that youth value run by school leadership, leverage this

# So... What Can YOU do as a CCO?

**Build off these learnings about words and tools in your own educational materials – more on this later .....**

## **Actively Involve Youth:**

- **Involve youth in development of materials and strategic planning.** It is important to hear their unique perspectives to understand what types of messaging and methods for dissemination are most effective for their population.
- Consider creating your own CCO-level **Youth Advisory Boards** or supporting practices to create their own localized youth councils for input and feedback, and help to share those learnings across your system/region.
- Support practices to provide incentives for youth to participate and give their feedback, such as the provision of food, gift cards, or creating fun props. **Be creative in how to get adolescents on board** and work with your practices to find the methods that work best for their specific populations.

# So... What Can YOU do as a CCO?

## Look for Opportunities for Collaboration in Your Communities:

- Foster **relationship-building between the entities within your CCO region to promote adolescent health** and enhance well-care visits.
  - Consider collaborative strategies between your local providers including SBHCs to create stronger bonds and partnerships for the future, such as referral strategies with mental health and the provision of services that may potentially increase other CCO incentive metrics.
- Act as a central connection point for providers across systems to communicate and **share resources** already available within the community, and use to expand on and enhance their efforts for reaching out to youth and adolescents.

# So... What Can YOU do as a CCO?

## Support Development of a Variety of Materials and Activities:

- Provide financial support to practices for development and printing of a wide range of educational materials, and be creative in your methods of communication and dissemination.
- Adolescents react best to a variety of messaging, **so avoid just using paper flyers and handouts**. No single method will work better than using multiple methods for outreach.
  - Mediums noted by youth: Instagram, SnapChat, Facebook, Twitter
- If possible, provide support to practices to **give class presentations**, or **partner with school officials** to distribute CCO-sponsored educational materials about the importance of adolescent well-care and potential resources/providers that are available in their communities to access services.

# So... What Can YOU do as a CCO?

## Provide Implementation Support to Practices and Systems:

- Ensure that those who are reaching out to stakeholders and adolescents are trained on the value of well visits and WHY they are important.
  - It's very important that those giving the message to adolescents are aware and on-board with the goal of these services so that the information is clear and accurate across the system.
- Connect with your stakeholders to enhance collaboration and buy-in.
  - Be aware of multiple perspectives and acknowledge differences to avoid unintended negative consequences.
  - This includes schools, parents, providers, SBHCs, etc.
- Consider working with outside facilitation entities to help practices build and implement strategies for dissemination of educational materials and messaging frameworks.

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# Educational Materials Developed by OPIP to Enhance Adolescent Well-Care Visit Rates

Given Input: We developed an educational material and dissemination strategy that went for “**breadth & depth**”:

- **1<sup>st</sup> Round of Materials (Winter 2015 – Spring 2016):**
  - **Poster** about the SBHC generally
  - **Poster/Flyer** about Services You Can Get at SBHC Aligned with Well-Visits
  - **Business cards** with SBHC contact information and health facts
  - **Color-changing “mood” pencils** with SBHC contact information
  - **Table tents** with SBHC contact information and health facts for lunch tables
  - **QR codes** that link to specific websites relevant to the SBHC
  - **Water Bottles and Stickers** with SBHC information and health facts
  - **Twitter Posts**
  - **Instagram Posts**
  - **Presentations** in Health Classes
- **Given that these materials were disseminated in school, needed to get necessary approvals and staff within the school to “buy-in”**
- **Importance of the types of people delivering the message – Their Peers!!**
- **CCOs might consider creating similar materials or supporting practices** within their regions and systems to better engage adolescents

# Posters & Flyers

## Two versions were created:

1. **Yellow SBHC poster:** Contains **general information** about the SBHC as a first step to **enhance awareness** about the SBHC as a resource for students
2. **Green AWC poster/flyer:** Contains more **specific information** about the importance of annual Adolescent Well-Care Visits and **types of services** offered at the SBHC

## Dissemination Strategies:

- **Pendleton SBHC** used both versions of the materials
  - Yellow SBHC posters – Posted around school campus in high traffic areas (water fountain, cafeteria & gym doors, stairwell, hallway, admin office, counseling office, vending machine, etc.)
  - Green AWC version used as a flyer that was posted on bathroom stall doors
- **Tigard SBHC** used the green version of the poster
  - Green AWC posters hung around school campus in the high traffic areas

# HAVE YOU HEARD ABOUT THE HEALTH CENTER AT PHS?



As you become more independent, there is a lot to think about – school, friends, family, body image, self-esteem... What's on your mind matters to us, and our trained staff at **Pendleton High School Health Center** are here for you! At the Health Center you can get the same kinds of health services that you get at a regular primary care clinic, and we are conveniently **located here at school!** Our health providers are specifically trained to work with teens and are available to help you with whatever you need.

## COMMON TOPICS YOU CAN HAVE ADDRESSED:

- ✓ What you want to talk about - our priority is partnering with you
- ✓ Emotional health and feelings
- ✓ Guidance for healthy relationships
- ✓ Bullying
- ✓ Health exams and sports physicals
- ✓ Drug or alcohol use or experimentation
- ✓ Treatment for illness and infections
- ✓ Dental and Vision exams
- ✓ Immunizations and vaccines

## YOUR PRIVACY IS IMPORTANT

At the Health Center we have specific policies around confidentiality. For the most part, what you talk about will stay between you and your health provider and will not be shared with your parents or others. If something needs to be shared, we will always talk with you about it first, and work with you on how to do that.

## BILLING & INSURANCE

No student will be turned away due to ability to pay. We welcome ALL students, and accept most insurance including the Oregon Health Plan. If you don't have insurance, don't worry – we will still see you.

## WHERE ARE WE LOCATED?

The Health Center is located at Pendleton High School, on the second floor **near the cafeteria.**

## WHEN ARE WE OPEN?

The Health Center is open during the school year: **Tuesdays, Wednesdays, & Thursdays @ 7:30 am - 3 pm**

Stop by or call us @ **[541] 966-3857**

**We want to partner with you to provide the best care possible. Make your appointment at the PHS Health Center today!**

Follow us on Twitter @PHShealth



## Example of SBHC Poster: (Pendleton SBHC)

Contains general information toward enhancing awareness about the SBHC.

CCOs may consider using this with their practices as a collaborative educational item when referring to SBHCs for services.

**Trustworthy \* Convenient \* Confidential**



Designed and distributed by Oregon Pediatric Improvement Partnership. [www.oregon-PIP.org](http://www.oregon-PIP.org)



# DID YOU KNOW?

Only **1 in 5** Oregon teens gets an **annual check-up**, and the odds of having **poor physical and mental health** in adulthood can be **52% higher** for people who **don't receive needed care** early in life.

**1 in every 3** Oregon teens **experienced depression** last year, and **1 in 6** seriously considered **suicide**.

Each year there are **9.5 million** new **STD infections** among young adults.

Teens who start drinking at an earlier age are **4 to 5 times** more likely than others to develop **alcohol abuse** as adults.



## Example of AWC Used as Poster: (Tigard SBHC)

Contains more specific information about the importance of annual well-care visits and types of services offered at the SBHC/clinic.

This could also be modified to reflect services within CCO systems and practices.

### That's why it's important to have a check-up each year... even when you are NOT sick.

From sprained ankles, to feeling stressed, to relationships and even sexual health, confidential services are available to you at the **Tigard School Based Health Center (SBHC)**.

Our Health Center providers are specifically trained and interested in working with teens and they will never judge you. They will listen and help you overcome challenges to become successful and independent both in body and mind.

#### The Tigard SBHC Clinical Staff Include:

- Nurse Practitioner
- Qualified Mental Health Professional
- Dental Hygienist

#### WHERE ARE WE LOCATED?

\* **We are conveniently located here at school**, in between the Child Development Center and the Caring Closet.

\* **We are open during the School Year:**  
Monday - Friday @ 8 am - 4:30 pm

\* **We also accept walk-ins based on availability.**

If you have **QUESTIONS** or want to make an **APPOINTMENT**, stop by or call us @ **(503) 431-5775**

#### COMMON TOPICS ADDRESSED AT A CHECK-UP:

- ✓ Your health questions-our priority is to partner with you
- ✓ Emotional health and wellness
- ✓ Guidance for healthy relationships
- ✓ Bullying
- ✓ Health exams and sports physicals
- ✓ Weight, diet and overall physical health
- ✓ Drug or alcohol use or experimentation
- ✓ Sexual health
- ✓ Treatment for illness and infections
- ✓ Vision exams and hearing screenings
- ✓ Immunizations and vaccines
- ✓ Dental cleanings

#### YOUR PRIVACY IS IMPORTANT

At the Tigard SBHC we have specific policies around confidentiality. For the most part, what you talk about will stay between you and your health provider and will not be shared with your parents or others. If something needs to be shared, we will always talk to you first and work with you on how to do that.

#### BILLING & INSURANCE

No student will ever be turned away due to ability to pay. We welcome all students of the Tigard/Tualatin School District, and accept most insurance including the Oregon Health Plan (Medicaid). If you don't have insurance, don't worry, payment can also be made based on what you can afford.

Trustworthy \* Convenient \* Confidential

Our goal is to partner with you to provide the best care possible.  
Make your appointment at the Tigard School Based Health Center today!

<http://virginia.garcia.org/locations/tigard-school-based-health-center/>



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- Nurse Practitioner
- Mental Health Counselors
- Registered Nurse
- Dental Hygienist

#### WHERE ARE WE LOCATED?

\* We are conveniently located here at school, on the second floor near the cafeteria.

\* We are open during the School Year:

Tuesday @ 7:30 am - 3 pm  
Wednesday @ 7:30 am - 3 pm  
Thursday @ 7:30 am - 3 pm

\* We also accept walk-ins based on availability.

#### Trustworthy \* Convenient \* Confidential



Our goal is to partner with you to provide the best care possible. Stop by the PHS Health Center today!

Follow us on Twitter @PHSHealth

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If you have **QUESTIONS** or if you want to make an **APPOINTMENT**, stop by or call us @ **(541) 966-3857**



Designed and distributed by Oregon Pediatric Improvement Partnership [www.oregon-pip.org](http://www.oregon-pip.org)

## Example of AWC Used as a Flyer: (Pendleton SBHC)

Contains more specific information about the importance of annual well-care visits and types of services offered by the SBHC.

This could also be modified to reflect services within CCO systems and practices.



# Business Cards, Pencils, & Table Tents

## Dissemination Strategies – Leveraging Youth in the School

- **Pendleton SBHC**

- Partnered with the school's **Gay-Straight Alliance (GSA)** student advisory group to distribute the items at lunch during **health awareness event** in March.
- **Table tents** were staggered on **lunch tables** in April. Hoped to have a second dissemination in May, but unable because many table tents were thrown away by cafeteria staff member who was concerned about suicide statistic **(key learning to engage multiple staff)**
- **Pencils and business cards** were distributed together by SBHC staff during **health classes** in May. These materials were also given to other teachers to distribute in their classes as well.

- **Tigard SBHC**

- Partnered with the school's **Student Health Advisory Council (SHAC)** for **Awareness Week** in March, with strong emphasis on mental health & depression.
- **Examples of SHAC activities during Awareness Week included:**
  - Game session during lunch: Used mood pencils as a giveaway, and table tents set up in the lunch room to help raise awareness
  - Clinic tours offered during lunch: Explanation of SBHC services and handing out business cards and pencils at this time
  - Open House during awareness week; also handed out business cards and pencils

# Examples of Health Facts used in Business Cards



**Tigard School Based Health Center (SBHC)**

Mon - Fri, 8am - 4:30pm  
(503) 431-5775  
Between the Caring Closet & Child Development Center

We welcome all Tigard/Tualatin School District students, and we will see you even if you don't have insurance. Our clinical staff include a Nurse Practitioner, Mental Health Professional, & Dental Hygienist.



**CALL US OR STOP BY TODAY!**

**HAVE YOU HAD YOUR CHECK UP YET?**

**COMMON TOPICS**

- ✓ Your health questions – we will partner with you
- ✓ Emotional health and wellness
- ✓ Guidance for healthy relationships
- ✓ Bullying
- ✓ Health exams and sports physicals
- ✓ Weight, diet, and overall physical health
- ✓ Drug or alcohol use or experimentation
- ✓ Sexual health
- ✓ Treatment for illness and infections
- ✓ Vision exams and hearing screenings



**Teens who start drinking are 4-5 times more likely to develop alcohol abuse as adults.**

If you have tried alcohol or think you may be drinking too much, we can help! Tigard SBHC staff can help you identify the signs of problematic alcohol use that have lifelong consequences, and strategies you can use to protect your health.



**TRUSTWORTHY • CONVENIENT CONFIDENTIAL**

**Each year there are 9.5 million new STD infections among young adults.**

If you are sexually active, you can protect yourself: Have a private conversation with your Tigard SBHC provider about specific ways to prevent getting an STD or pregnant.



**TRUSTWORTHY • CONVENIENT CONFIDENTIAL**



**Pendleton High School Health Center**

Tues - Thurs, 7:30am - 3pm  
(541) 966-3857  
*We're on the second floor, near the cafeteria.*

We welcome all Pendleton students, and we will still see you even if you don't have insurance.

Our clinical staff include a Nurse Practitioner, Counselors, Registered Nurse, & Dental Hygienist.

**CALL US OR STOP BY TODAY!**

*Follow us on Twitter @PHShealth*

**Only 1 in 5 Oregon teens gets an annual check-up. Having poor health as an adult can be 52% higher if you don't get care early in life.**

Get a check-up here at school! You can get a routine check-up at the PHS Health Center that is covered by your insurance. If you don't have insurance, we will still see you!



**TRUSTWORTHY • CONVENIENT CONFIDENTIAL**

**1 in every 3 Oregon teens experienced depression last year, and 1 in 6 seriously considered suicide.**

If you feel that way, staff at the PHS Health Center can help! We have trained staff who are used to working with teens on how to cope with these feelings.



**TRUSTWORTHY • CONVENIENT CONFIDENTIAL**

**1 in 6 teens who start to use marijuana will become addicted. It can impact your memory, perceptions, coordination, and heart rate.**

If you've tried marijuana or think you may have problems with drugs or alcohol we can help! Our PHS Health Center staff can help you identify signs of problematic substance use that have lifelong consequences, and strategies to protect your health.



**TRUSTWORTHY • CONVENIENT CONFIDENTIAL**

# Example of Color-Changing “Mood” Pencils

## Mood Pencils

STYLE: FOM

Create an advertising buzz with heat sensitive pencils that change color as your customers write with them. Pencils magically change color and return to normal when they return to room temperature. Custom imprint your company name and logo on this fun pencil and hand them out as a thank you gift to all your customers.

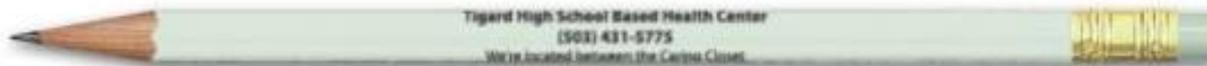


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We're located on the second floor  
near the cafeteria.  
Call Us or Stop By Today!



**Tigard High School Based Health Center**  
**(503) 431-5775**

We're located between the Caring Closet  
and the Child Development Center  
Call Us or Stop By Today!



*Note: Pencils were ordered from “National Pen” - <http://www.pens.com/pens-and-writing/mood-pencils/fom>*

# Example of Table Tents

## SCHEDULE YOUR CHECK-UP TODAY!

It's important to have a check-up each year, even when you're not sick. Confidential services are available, and our PHS Health Center providers are trained and interested in working with teens. They will never judge you, and they will listen and help you overcome challenges to become successful both in body and mind.

### Pendleton High School Health Center

#### WE ARE LOCATED:

At Pendleton High School, on the second floor near the cafeteria.

#### WE ARE OPEN DURING THE SCHOOL YEAR:

Tuesday - Thursday @ 7:30am - 3pm

For **QUESTIONS** or to make an **APPOINTMENT**, stop by or call us at (541) 966-3857. We welcome ALL Pendleton School District students, and we will still see you even if you don't have insurance.

Our goal is to **PARTNER WITH YOU** to provide the best care possible. Take action and make the choice **TOWARD A HEALTHY FUTURE!**

**TRUSTWORTHY • CONVENIENT • CONFIDENTIAL**

Follow us on Twitter @PHShealth

#### CLINICAL STAFF INCLUDE:

- ✓ Nurse Practitioner
- ✓ Counselors
- ✓ Registered Nurse
- ✓ Dental Hygienist



## DID YOU KNOW?

**Only 1 in 5 Oregon teens gets an annual check-up, and the odds of having poor physical and mental health in adulthood can be 52% higher for people who don't get needed care early in life.**

Get a check-up here at school! You can get a routine check-up at the PHS Health Center that is covered by your insurance. If you don't have insurance, we will still see you!



## SCHEDULE YOUR CHECK-UP TODAY!

It's important to have a check-up each year, even when you're not sick. Confidential services are available, and our SBHC providers are trained and interested in working with teens. They will never judge you, and they will listen and help you overcome challenges to become successful both in body and mind.

### Tigard High School Based Health Center (SBHC)

#### WE ARE LOCATED:

At Tigard High School, between the Child Development Center & the Caring Closet.

#### WE ARE OPEN:

Mon - Fri, 8am - 4:30pm

For **QUESTIONS** or to make an **APPOINTMENT**, stop by or call us at (503) 431-5775. We welcome all students of the Tigard/Tualatin School District, and we will still see you even if you don't have insurance.

Our goal is to **PARTNER WITH YOU** to provide the best care possible. Take action and make the choice **TOWARD A HEALTHY FUTURE!**

**TRUSTWORTHY • CONVENIENT • CONFIDENTIAL**



## DID YOU KNOW?

**Teens who start drinking at an earlier age are 4 to 5 times more likely than others to develop alcohol abuse as adults.**

*If you've tried alcohol, or think you may be drinking too much, we can help! Our Tigard SBHC staff can help you identify signs of problematic alcohol use that have lifelong consequences, and strategies you can use to protect your health.*



# QR Scan Codes

## Dissemination Strategies:

- **Pendleton SBHC** incorporated the QR scan code onto their yellow SBHC poster, business cards, and table tents. The QR code links to the Umatilla County SBHC webpage (sponsor of the Pendleton High School SBHC).
- **Tigard SBHC** did not incorporate the QR code in early materials, however they planned to use it once their website was updated.

*Pendleton Example: Umatilla County website*



*Tigard Example: Virginia Garcia website*



## End of the year feedback from students (May 2016):

- Students felt the use of QR codes on materials were not very effective. In some instances, these codes could be helpful to some, but were not useful methods that effectively draw in student interest.

# Water Bottles & Stickers

## Dissemination Strategies

- **Pendleton SBHC**

- In May, SBHC staff passed out water bottles and stickers with shortened health facts and statistics, and the SBHC information.
- In June, SBHC staff passed out a second round of water bottles with SBHC summer hours and contact information, a healthy snack, sunscreen, SPF lip balm, and additional health information resources. (*Note: For June's distribution, the materials were paid for and created by the SBHC*).



**Pendleton High School Health Center**  
Tues - Thurs, 7:30am - 3pm \* (541) 966-3857

*We're on the second floor near the cafeteria.*  
We welcome all Pendleton students and will still see you even if you don't have insurance. Visit us today!

Only 1 in 5 Oregon teens gets an annual check-up. Having poor health as an adult can be 52% higher if you don't get care early in life.

Get a check-up at school! You can get a check-up at the PHS Health Center that is covered by insurance. If you don't have insurance, we will still see you!

**HAVE YOU HAD YOUR CHECK UP YET?**

- ✓ Your Health Questions
- ✓ Annual Wellness Exams
- ✓ Sports Physicals
- ✓ Emotional Health and Wellness
- ✓ Bullying
- ✓ Guidance for Healthy Relationships
- ✓ Weight, Diet, & Physical Health
- ✓ Dental & Vision
- ✓ Drug & Alcohol Prevention
- ✓ Treatment for Illness and Infections
- ✓ Immunizations and Vaccines



# Twitter Posts/Tweets

## Dissemination Strategies (Pendleton High School SBHC):

- **Pendleton SBHC** used their Twitter account to encourage students to use the SBHC.
  - After spring break, posted **one Tweet per week**
  - Twitter **account name** was also included on **all education materials**
  - Staff also tracked number of times Tweet was seen for impact (as of date, was seen ## times)

## Example of Tweets Posted (140 characters or less):

- Did you know about the health center at PHS? We're on the 2nd floor by the cafeteria! **#ComeVisit #PHShealth #WellnessWednesday #GoBucks**
- Take charge of your health! Make an appointment at the PHS Health Center today! **#TakeCharge #AnnualCheckUp #StopByToday #PHShealth #GoBucks**
- Your Health Matters. Your Emotions Matter. YOU MATTER! Stop by the PHS Health Center today! **#YouMatter #PHShealth #GoBucks**
- Need someone to talk to? Let your voice be heard. Visit Pendleton High School Health Center today! **#PHShealth #YouMatter #GoBucks**
- You don't have to be sick to have your #wellness check-up! Schedule yours today at the PHS Health Center! **#YourHealth #PHShealth #GoBucks**
- Only 1 in 5 teens get an annual check-up. Have you had yours? **#Prevention #FactsOfLife #PHShealth**
- 9.5 million STD infections occur in young adults each year. Learn how to protect yourself. **#AvoidTheStatistic #ProtectYourself #Prevention**
- Last year 1/3 Oregon teens felt depressed and 1/6 considered suicide. If you feel this way, we can help. **#Awareness #MentalHealth #WeCare**
- Teens who start drinking are 4-5 times more likely to have alcohol abuse as adults. **#NotAlone #PHShealth**
- Happy last day of school! Have a great and healthy summer!! Stop by the PELC to see the **#PHShealth** staff this summer.

# Instagram Posts

## Dissemination Strategies (Tigard High School SBHC):

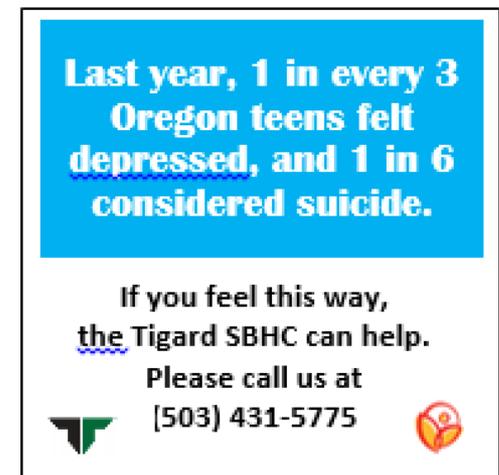
- **Tigard SBHC** is incorporating this item more next school year. Working with Tigard Media students to develop Instagram posts to enhance knowledge and awareness of SBHC services and importance of adolescent well care visits. General examples provided by OPIP as starting point, however this is more of a student-developed and student-run activity for their school.



[#TigardSBHC](#) [#Health](#) [#Wellness](#)  
[#MakeYourAppt](#) [#PowerT](#)  
[#SchoolSpirit](#) [#GoTigers](#)



[#TigardSBHC](#) [#TakeCharge](#)  
[#StopByToday](#) [#VirginiaGarcia](#)  
[#WeCare](#) [#AnnualCheckUp](#)



[#NotAlone](#) [#Awareness](#)  
[#TigardSBHC](#) [#WeCanHelp](#)  
[#MentalHealth](#) [#YouMatter](#)  
[#FactsOfHealth](#)

- *Other Instagram ideas could be:*
  - Picture of the SBHC building
  - Picture of the SBHC Staff

# Classroom Presentations

## Dissemination Strategies:

- Although OPIP did not develop a specific syllabus for presentations by the SBHC staff, in both schools the staff conducted class presentations about the importance of adolescent well-care visits and used the educational materials to supplement the presentation and enhance youth engagement.
- During the end-of-year reflection and feedback groups, students commented that they really appreciated the presentations and said they were good methods for future education and awareness.

# So... What Can YOU do as a CCO?

**CCOs should supporting practices to create and distribute similar educational tools and strategies for outreach to adolescent populations within their own systems and regions.**

- Emphasize the use a variety of methods, and understand that the development of these tools take time, effort, and some outside-the-box creative thinking. For that reason, it is important to provide adequate support to carry out these strategies effectively.
- Community dynamics and partnerships also play a big role in the effectiveness of messaging to adolescents.
  - What is impactful and effective in one community may not be as impactful in another.
  - Be in communication with your community-partners about lessons learned and strategies for improvement.
- Be willing to try out new methods and ideas, and be prepared for multiple changes and quality improvement along the way.

# Educating Youth about Adolescent Well-Care Visits:

1. Review **pilot project goal for educational materials** developed and tested with youth to enhance adolescent well-care visit rates
2. Overview of **key findings from youth engagement** about what words to use, what information to provide, and what ways information should be shared
3. Overview of **materials developed** and being disseminated in two pilot SBHCs, and learnings that CCOs could use and incorporate into their own materials and dissemination strategies for youth
4. Highlight of specific materials **available for CCOs to use** and modify to support adolescent well-care visits within their own systems and practices

# Materials we can offer YOU today!

In “resources” section there are editable templates of materials OPIP has developed, that your CCO can use and modify within your own systems and practices to enhance adolescent well-care visit rates:

- Yellow poster
- Green poster
- Each set of posters (yellow and green) have been distinctly tailored and can be used for (1) SBHC sites, and (2) PRIMARY CARE PRACTICE sites

*We will go through this in more detail in the next slides...*

# Materials an SBHC Can Use

## Resource File Name: (SBHC Poster Templates and Directions\_6.16.16)

- **Yellow SBHC poster:**

- Editable template that contains general information CCOs can incorporate within their systems and practices to enhance awareness and knowledge about the use of SBHC clinics as a collaborative resource for providers to inform and refer students to for services (for instance, mental health services).
- You can also choose to use the version *with or without* the Safe Space/Pride triangle at the bottom. (See [Pages 4 & 5](#) in the file: “SBHC Poster Templates and Directions\_6.16.16”)

- **Green SBHC poster:**

- Editable template that contains more specific information about the importance of having an annual adolescent well-care visit and the types of services offered at the SBHC.
- You can also choose to use the version *with or without* the Safe Space/Pride triangle at the bottom. (See [Pages 6 & 7](#) in the file: “SBHC Poster Templates and Directions\_6.16.16”)

- **Please keep citation that the materials were modified from materials developed by OPIP as we are in the process of submitting copyright.**

- That said, happy for people to use with citation.

# What we can offer YOU today: Yellow SBHC Template

## *Editable text in the PDF template will include:*

- Introduction statement with identification of the SBHC name included for collaboration with PCP
- Common topics and list of services the SBHC currently provides
- Location information
- Hours of operation and walk-in availability
- Privacy statement
- Billing and Insurance policies
- Phone number
- Website or social media contact info (such as Twitter or Facebook)
- You can also choose to use the version ***with or without*** the Safe Space/Pride Triangle at the bottom (**PAGES 4 & 5 in SBHC resource packet**)



**HAVE YOU HEARD ABOUT THE SCHOOL BASED HEALTH CENTER?**

*Editable introduction text and inclusion of SBHC name here for collaboration with community providers.*

**COMMON TOPICS YOU CAN HAVE ADDRESSED:**

*Editable text of SBHC's list of services offered.*

**YOUR PRIVACY IS IMPORTANT**

*Editable text of SBHC's privacy statement.*

**BILLING & INSURANCE**

*Editable text of SBHC's billing and insurance policies.*

**WHERE ARE WE LOCATED?**

*Enter SBHC location here*

**WHEN ARE WE OPEN?**

*Enter SBHC hours here, and walk-in availability*

Stop by or call us @ **SBHC phone #**

We want to partner with you to provide the best care possible. Make your appointment today!

*Add website or social media here.*

Trustworthy \* Convenient \* Confidential

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# What we can offer YOU today: Green SBHC Template

## Editable text in the PDF template will include:

- Name of your SBHC
- List of clinical SBHC staff
- Location information
- Hours of operation and walk-in availability
- SBHC website or social media contact info (such as Twitter or Facebook)
- Common topics and list of services your SBHC currently provides
- Privacy statement
- Billing and Insurance policies
- Phone number
- You can also choose to use the version **with or without** the Safe Space/Pride Triangle at the bottom (**PAGES 6 & 7 in SBHC resource packet**)

## DID YOU KNOW?

Only **1 in 5** Oregon teens gets an **annual check-up**, and the odds of having **poor physical and mental health** in adulthood can be **52% higher** for people who **don't receive needed care** early in life.

**1 in every 3** Oregon teens experienced depression last year, and **1 in 6** seriously considered suicide.

Each year there are **9.5 million** new **STD infections** among young adults.

Teens who start drinking at an earlier age are **4 to 5 times** more likely than others to develop **alcohol abuse** as adults.



### COMMON TOPICS ADDRESSED AT A CHECK-UP:

*Editable text of your SBHC's list of services offered.*

### That's why it's important to have a check-up each year... even when you are NOT sick.

From sprained ankles, to feeling stressed, to relationships and even sexual health, confidential services are available to you at the

*Enter SBHC Name here*

Our providers are specifically trained and interested in working with teens and they will never judge you. They will listen and help you overcome challenges to become successful and independent both in body and mind.

### Our Clinical Staff Include:

*Enter list of SBHC clinical staff here.*

### WHERE ARE WE LOCATED?

\* We are located:

*Enter SBHC location here*

We are open:

*Enter SBHC hours here, and walk-in availability*

Trustworthy \* Convenient \* Confidential

Our goal is to partner with you to provide the best care possible. Stop by today!

*Add website or social media here.*

### YOUR PRIVACY IS IMPORTANT

*Editable text of your privacy statement.*

### BILLING & INSURANCE

*Editable text of your billing and insurance policies.*

If you have **QUESTIONS** or if you want to make an **APPOINTMENT**, stop by or call us @

*Enter SBHC phone # here*



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# Materials a Practice Can Use

**Resource File Name: (PRACTICE Poster Templates and Directions\_6.16.16)**

**OPIP met with our medical director and QI staff and modified the templates developed with and implemented in SBHCs for a Primary Care Practice:**

- **Yellow PRACTICE poster:**

- Editable template that contains general information CCOs can incorporate within their systems and practices to enhance awareness and knowledge about the use of SBHC clinics as a collaborative resource for providers to inform and refer students to for services (for instance, mental health services) and/or focus on the provision of services they can offer at the PCP.
- You can also choose to use the version *with or without* the Safe Space/Pride triangle at bottom. (See [Pages 5 & 6](#) in the file: “PRACTICE Poster Templates and Directions\_6.16.16”)

- **Green PRACTICE poster:**

- Editable template that contains more specific information about the importance of having an annual adolescent well-care visit and the types of services offered at the practice. These can also be edited to be less SBHC focused, so that CCOs may use them for non-SBHC systems and providers as well.
- You can also choose to use the version *with or without* the Safe Space/Pride triangle at the bottom.
- **Also 2 versions of TEXT for green Practice poster: MINIMAL changes; and ENHANCED changes**
  - **Version 1 (“V1”): minimal changes to text** were made to language, and is closer to **original** SBHC poster. (See [Pages 7 & 8](#) in the file: “PRACTICE Poster Templates and Directions\_6.16.16”)
  - **Version 2 (“V2”): more enhanced changes to text** were made to language, with additional highlight of the **ACA policies** for inclusion of well-care visits with no cost-sharing, and **transition of care**. (See [Pages 9 & 10](#) in the file: “PRACTICE Poster Templates and Directions\_6.16.16”)

# Materials a Practice Can Use

---

- **Please keep citation that the materials were modified from materials developed by OPIP as we are in the process of submitting copyright**
  - However, we are happy for people to use the resources with citation.
- **That said, OPIP feels there would be value in stakeholder engagement and pilot testing with primary practices on these materials**
  - Value of PCP feedback and Youth feedback about PCP lens
  - Could be an option for a TA Bank Consultant contract with OPIP

# What we can offer YOU today: Yellow **PRACTICE** Template

## **Editable text in the PDF template will include:**

- Note: **Different title/header than the SBHC title/header at top of page** (not editable)
- Editable introduction text and general inclusion of what your practice can do for youth. **Example text provided is modified from the yellow SBHC text.**
- List of services the practice provides
- Location information
- Hours of operation and walk-in availability
- Privacy statement **with added note about transition of care**
- Billing and Insurance policies with note about **ACA well-care visits with no cost-sharing**
- Phone number
- Website or social media contact info (such as Twitter or Facebook)
- You can also choose to use the version **with or without** the Safe Space/Pride Triangle at the bottom (**PAGES 5 & 6 in PRACTICE resource packet**)



**HAVE YOU HEARD ABOUT WHAT WE CAN DO FOR YOU?**

*Editable introduction text and inclusion of what the clinic can do for youth.*

**COMMON TOPICS YOU CAN HAVE ADDRESSED:**

*Editable text of clinic's list of services offered.*

**YOUR PRIVACY IS IMPORTANT**

*Editable text of clinic's privacy statement.*

**BILLING & INSURANCE**

*Editable text of billing and policies for well-care visits.*

**WHERE ARE WE LOCATED?**

*Enter location here*

**WHEN ARE WE OPEN?**

*Enter hours here*

Stop by or call us @ *Clinic's phone #*

We want to partner with you to provide the best care possible. Make your appointment today!

*Add website or social media here.*

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# What we can offer YOU today: Green PRACTICE Template (“V1”)

**PRACTICE Version 1: with MINIMAL changes from the Green SBHC poster:**

**Editable text in the PDF template will include:**

- Name of your practice
- List of clinical staff
- Location information
- Hours of operation and walk-in availability
- Practice website or social media contact info (such as Twitter or Facebook)
- Common topics and list of services your practice currently provides
- Privacy statement
- Billing and Insurance policies
- Phone number
- You can also choose to use the version **with or without** the Safe Space/Pride Triangle at the bottom (**PAGES 7 & 8 in PRACTICE resource packet**)

## DID YOU KNOW?

Only **1 in 5** Oregon teens gets an **annual check-up**, and the odds of having **poor physical and mental health** in adulthood can be **52% higher** for people who **don't receive needed care** early in life.

**1 in every 3** Oregon teens experienced depression last year, and **1 in 6** seriously considered suicide.

Each year there are **9.5 million** new **STD infections** among young adults.

Teens who start drinking at an earlier age are **4 to 5 times** more likely than others to develop **alcohol abuse** as adults.



### COMMON TOPICS ADDRESSED AT A CHECK-UP:

*Editable text of your clinic's list of services offered.*

### That's why it's important to have a check-up each year... even when you are NOT sick.

From sprained ankles, to feeling stressed, to relationships and even sexual health, confidential services are available to you at the

*Enter Clinic Name here*

Our providers are specifically trained and interested in working with teens and they will never judge you. They will listen and help you overcome challenges to become successful and independent both in body and mind.

### Our Clinical Staff Include:

*Enter list of clinical staff here.*

### WHERE ARE WE LOCATED?

\* We are located:

*Enter location here*

\* We are open:

*Enter hours here, and walk-in availability*

Trustworthy \* Convenient \* Confidential

Our goal is to partner with you to provide the best care possible. Stop by today!

*Add website or social media here.*

### YOUR PRIVACY IS IMPORTANT

*Editable text of your privacy statement.*

### BILLING & INSURANCE

*Editable text of your billing and insurance policies.*

If you have **QUESTIONS** or if you want to make an **APPOINTMENT**, stop by or call us @

*Enter phone # here*



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# What we can offer YOU today: Green **PRACTICE** Template (“V2”)

## **PRACTICE Version 2: with ENHANCED changes from the Green SBHC poster:**

**Editable text in the PDF template will include:**

- **Editable intro text** with practice name
- List of clinical staff
- Location information
- Hours of operation **and weekend/evening availability**
- **Editable closing text**
- Practice website or social media contact info (such as Twitter or Facebook)
- Common topics and list of services your practice currently provides
- Privacy statement **and transition of care**
- Billing and Insurance policies **about well-care visits under ACA and no cost-sharing**
- Phone number
- You can also choose to use the version **with or without** the Safe Space/Pride Triangle at the bottom (**PAGES 9 & 10 in PRACTICE resource packet**)

## DID YOU KNOW?

Only **1 in 5** Oregon teens gets an **annual check-up**, and the chances of having **poor physical and mental health** as an adult can be **52% higher** for people who **don't receive needed care** early in life.

**1 in every 3** Oregon teens experienced **depression** last year, and **1 in 6** seriously considered **suicide**.

Each year there are **9.5 million** new **sexually transmitted infections** among young adults.

Teens who start drinking at an earlier age are **4 to 5 times** more likely than others to develop **alcohol abuse** as adults.

That's why it's important to have a check-up each year... even when you are NOT sick.

*Editable intro text and clinic name are entered here*

Our Clinical Staff Include:

*Clinical staff listed here*

### WHERE ARE WE LOCATED?

We are Located:

*Enter location here*

We are Open for Appointments:

*Hours here*

we also have evening & weekend appointments.

*Weekend & Eve Hrs here*

Trustworthy \* Convenient \* Confidential

*Editable closing statement & social media here.*



COMMON TOPICS ADDRESSED AT A CHECK-UP MAY INCLUDE:

*Editable text of clinic's list of services offered here.*

YOUR PRIVACY IS IMPORTANT:

*Editable text of clinic's privacy statement here.*

YOUR WELL-CARE VISIT IS COVERED!

*Editable text of billing and insurance policies with ACA.*

If you have **QUESTIONS** or if you want to make an **APPOINTMENT**, please call us @

**Phone #**



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# Questions? Clarifications?

*For questions please contact:*

- Colleen Reuland (Director of OPIP)
- [reulandc@ohsu.edu](mailto:reulandc@ohsu.edu)
- 503-494-0456





# Eye to Eye: A Youth-Led Approach to Healthcare

Facilitated by OSBHA's  
Statewide Youth Action  
Council



# Statewide Youth Action Council

## Background:

- At OSBHA we believe that the youth voice is a critical component that informs our programming, policy, and advocacy
- Because they are the primary recipients of SBHC services we believe that training, technical assistance, and programming provided to SBHCs should include the youth perspective
- We do this through our Statewide Youth Action Council (SYAC) and through supporting local YACs

# Statewide Youth Action Council



OSBHA supports the development of local SBHC youth advisory councils (YACs)

We organize an annual SBHC Awareness Day at the state capitol for YACs

Statewide YAC started in 2011, initiated by youth

Now a youth-led initiative in the style of a youth-adult partnership, with an advocacy focus



# Statewide Youth Action Council

*“When youth are empowered to have a voice in their own care, this relationship becomes a mutually benefitting process, strengthening the provider’s ability to disseminate a higher quality of care and increases the investment the patient has in receiving that care.”*

--From OSBHA SYAC Charter



# Eye to Eye Training Provided By SYAC

Providers will:

1. Learn and practice skills that increase effectiveness of communicating with youth about sensitive topics
2. Describe verbal/body language that creates barriers to open conversations
3. Identify assumptions that impact interactions with youth



# Eye to Eye Training Provided by SYAC

## Addresses:

1. Sexual/reproductive health
2. Minor consent laws
3. Cultural responsiveness and humility
4. Mental health and relational aggression
5. Promoting healthy relationship norms
6. Best practices for building rapport with youth from youth perspective

# Youth Listening Sessions

OSBHA will conduct 4 listening sessions with youth throughout Oregon to gather information about how to improve access to care and meet the needs of youth

<http://osbha.org/blogs/pam-case/youth-advisory-council-makes-recommendations-sbhc-care>

# Youth Listening Sessions

## Results from Listening session #1:

- Sexual health promotion
- Mental healthcare
- Opportunity to engage in policy work



# Youth Listening Sessions

## Recommendations for improving care:

- Having a trusting relationship with a provider was key for youth to feel comfortable accessing health care. Consistent contact and communication with providers was one way to build trust.
- Youth are hesitant to seek services because they are worried the provider will judge them
- Convenience of appointment times is hugely important for busy youth.

# Youth Listening Sessions

- 3 more to be scheduled in 2016-2017
- Focus on rural and marginalized youth
- More results to come!





# For more information:

Megan Kovacs

Program Manager

Oregon School-Based Health Alliance

[megan@osbha.org](mailto:megan@osbha.org)

503.719.4515



# Next Webinar

Thursday,  
June 30th  
@ 1-2 PM

Privacy and Confidentiality:  
Rules and Regulations Related to Adolescent  
Preventative Services

***Thank you!!***

